



# THE CLOUD HOTEL

MEERUT ROAD • BROCKENHURST • NEW FOREST • SO42 7TD

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Freehold - Guide Price £1.75m  
Offers Invited













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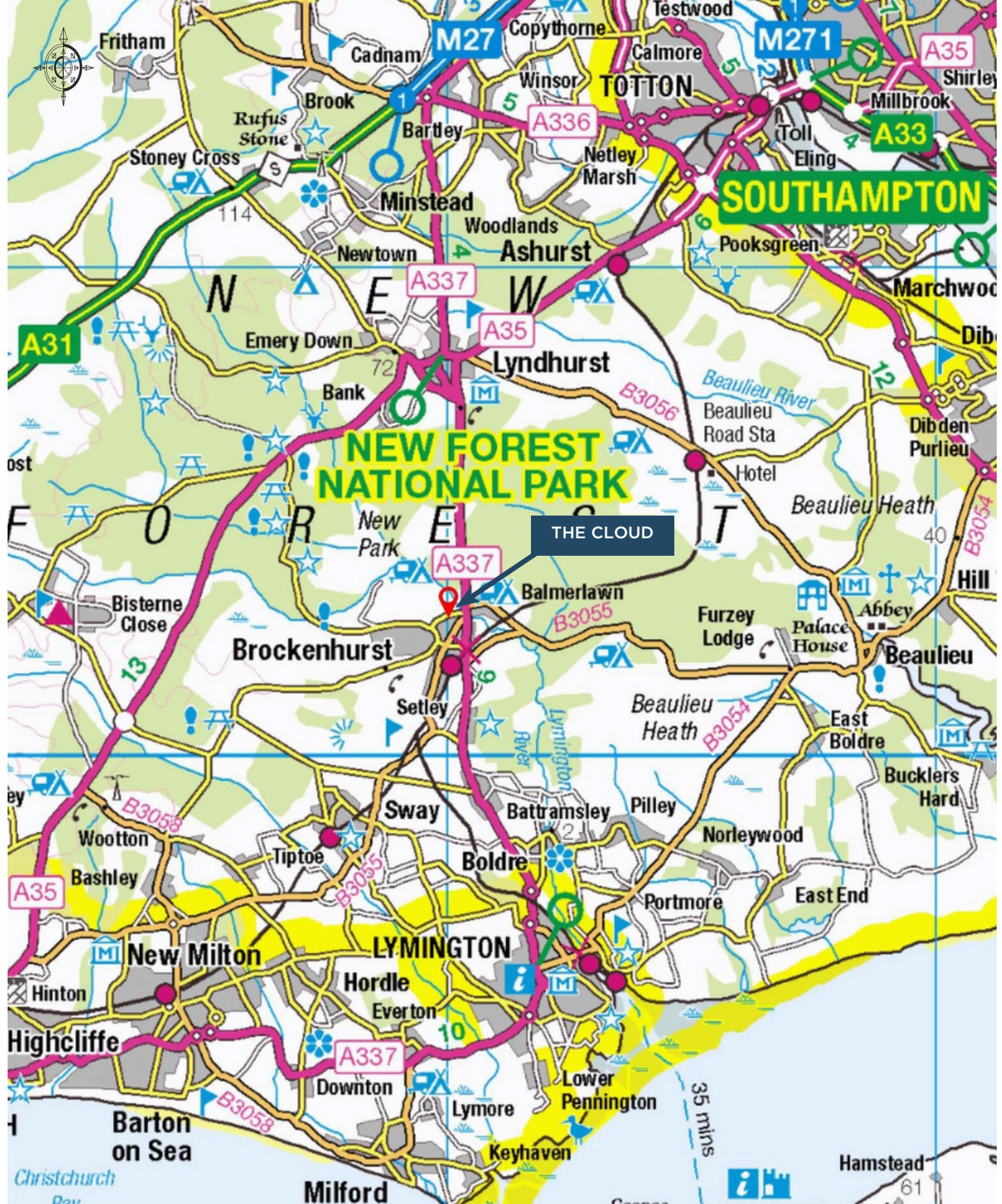
# THE CLOUD HOTEL

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## PROPERTY SUMMARY

- Prominent position in renowned New Forest location
- Completed 8 bedroom hotel
- Works have recently concluded to deliver a turnkey hotel
- Spectacular views over the New Forest
- Immediate delivery available
- Strong trading potential given lack of New Forest beds.



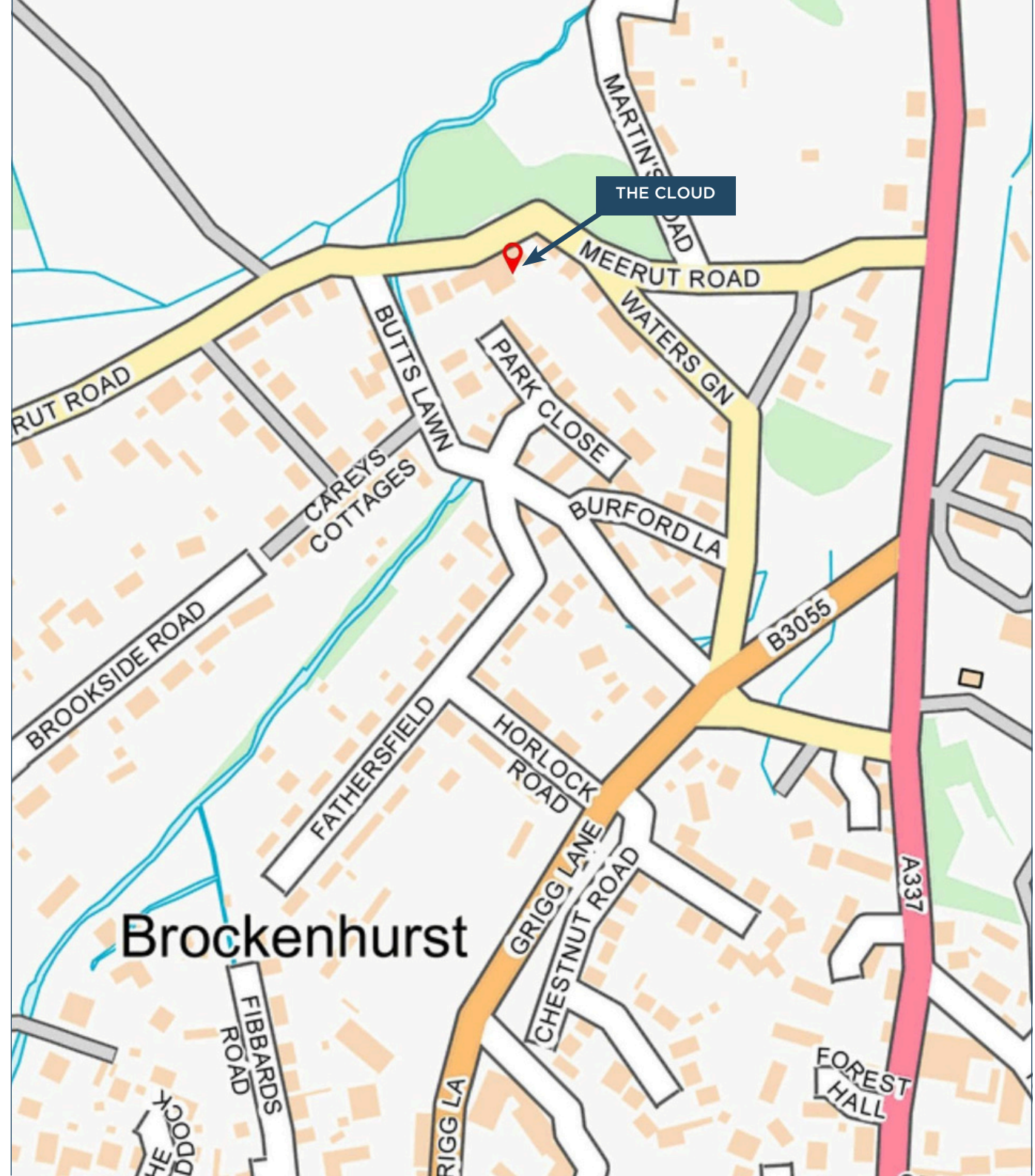


## LOCATION

The village of Brockenhurst is situated within the New Forest National Park. The village has a resident population (in the ward) of approximately 5,000 persons which is significantly enhanced during the summer months given the level of tourism in the area.

The village is approximately 22 kms (15 miles) west of Southampton and 27 kms (18 miles) east of Bournemouth. Road communications in the area are good with the A337 leading to the A31 and the M27 motorway. Rail services to London Waterloo (travelling time approximately 1 hour 40 minutes) are available from Brockenhurst, a mainline station between Weymouth and Southampton. International airports are both Bournemouth and Southampton.

The property is positioned fronting Meerut Road on the southern side, within the defined village boundary but benefiting from spectacular views over the New Forest. The hotel lies in a primarily residential area but fronts the open Forest. Directly opposite is a small gravelled parking area.





## PROPERTY

The property sits on a 0.274 acre (0.11 ha) site with 70% site coverage and was built in the 1920's/30's forming a terrace of residential cottages. practical completion has been carry out on the proposed development (App -22/00398) comprising the development of 4 x 3 bed cottages, 1 x 2 bed cottage and 1 x 8 bedroom B&B.

The hotel is set up to operate with a very lean remote management system in place, with electronic keycode entry system.

The façade of the Cloud Hotel is to be retained but redeveloped to provide an 8 bedroom boutique bed and breakfast. 2 of the rooms are single ensuites, 4 are double ensuites, with 2 rooms sharing a bathroom but with the ability to combine and create a family room. The B&B element comprises an Old Jacobean Buff style brick slip frontage to provide a traditional and classic appearance to match the tone of the surrounding area. The Property also comprises tall sash windows and mouldings. To the rear, a new stepped extension has been added providing a more efficient use of space across the ground and first floor levels. The extensions support flat roofs and comprise cream rendered elevations. The ground floor extension opens up via French doors on to a small garden terrace, providing a space for residents in the warmer months.

The Cloud Hotel also has the benefit of a parking area on the opposite side of Meerut Road, licensed through Forestry England. This is restricted to Hotel use only and provides 8 car spaces.

The B&B element is furnished to a high standard commensurate with its target market, location and desire to create a boutique offering. The bedrooms are decorated in an individual style of a high quality but some rooms has been left as a white box ready for an operators decoration.





Our understanding of the existing accommodation is provided below:-

The Cloud Hotel	GF – Reception Area, Kitchen, Utility, Dining Room and Lounge, Boiler	274 SQ M	2,952 SQ FT
	Room FF – 2 Suites (Ensuite), 2 Double (Ensuite)		
	SF – 4 Double (2 Ensuite and 2 with Shared Bathroom)		

## THE BUSINESS OPPORTUNITY

The New Forest hotel market is clearly a seasonal business but despite this, occupancy rates are currently strong at around the 85% mark. We believe the opportunity exists for an investor / owner operator to acquire the hotel and begin operating the turnkey hotel under lean management.

## GENERAL INFORMATION

### Planning

The building is not listed but is characterful, and it is noted as a non-designated heritage asset within the New Forest Conservation Area. Planning has been granted as follows: 22/00398. A copy of the planning permission is available upon request.

### Tenure

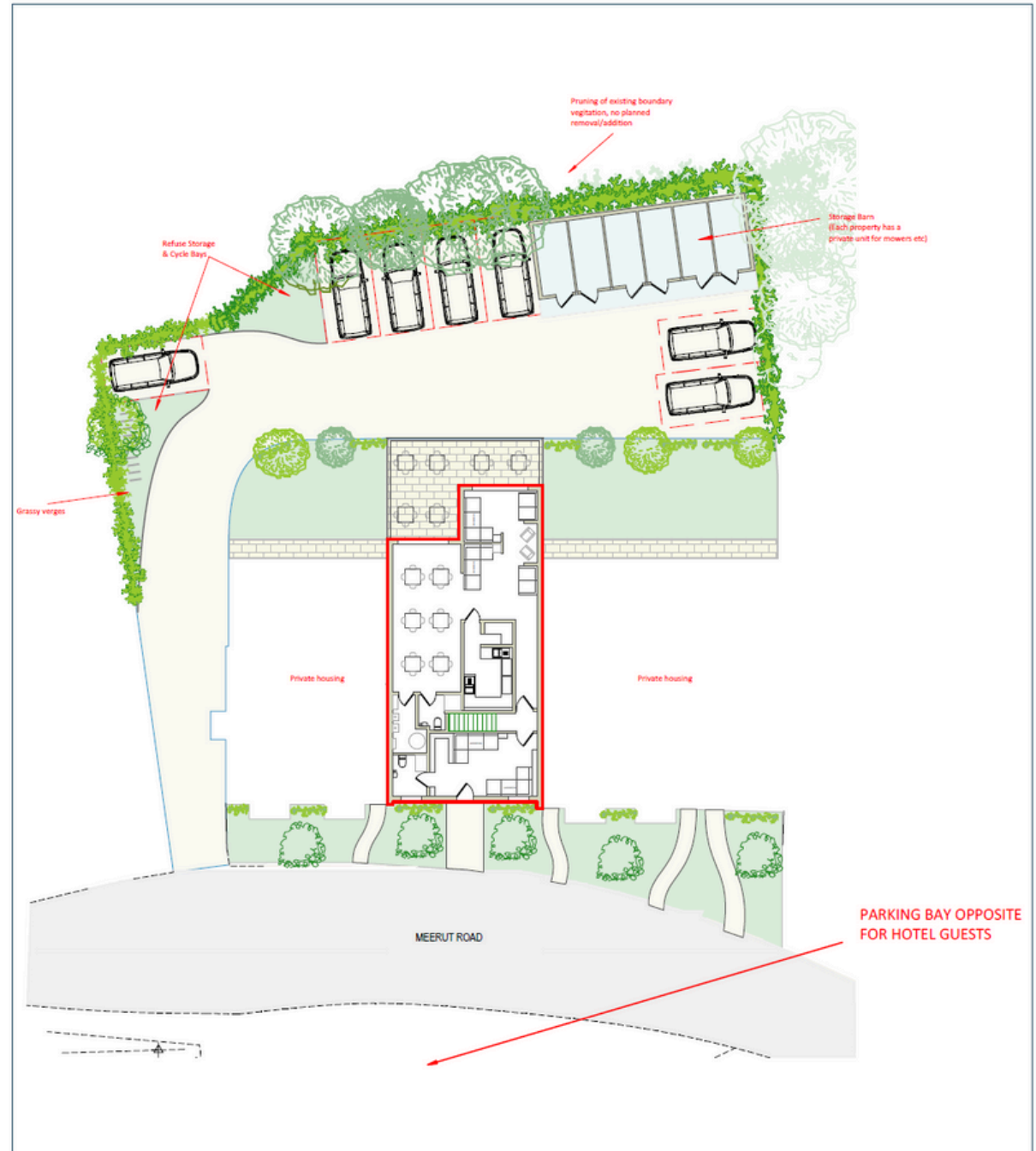
Freehold with vacant possession.

### Inventory & Stock

Fixtures, fittings and equipment will be included in the sale.

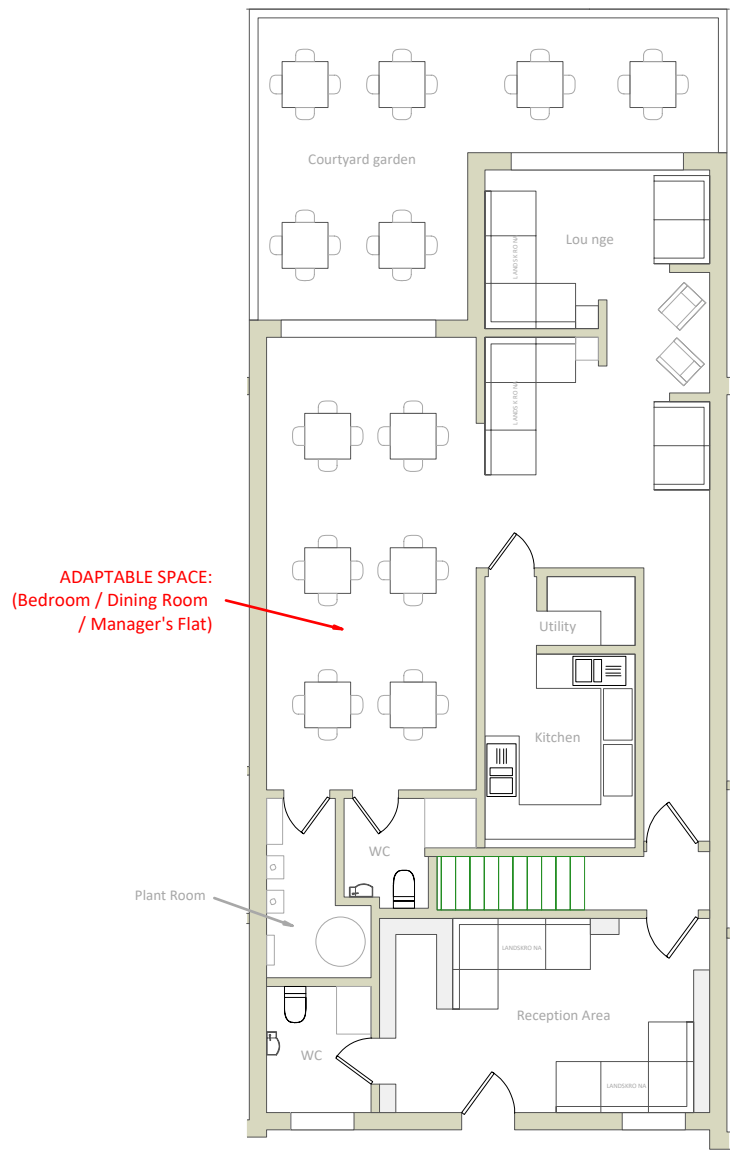
### Equipment

All new internals including:  
 Fire warning and egress system  
 High pressure plumbing system  
 2 x boilers, one for backup  
 All new insulation & roofs.  
 Fully fitted commercial kitchen

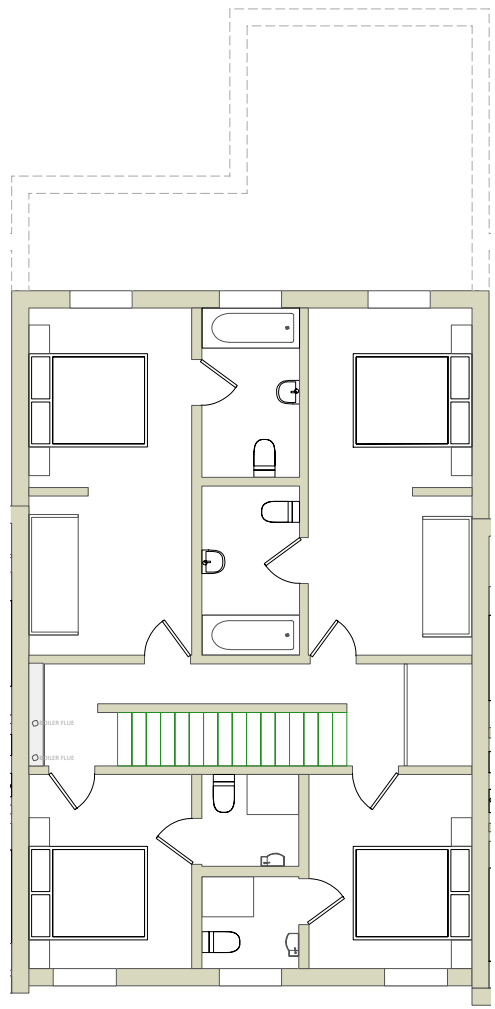




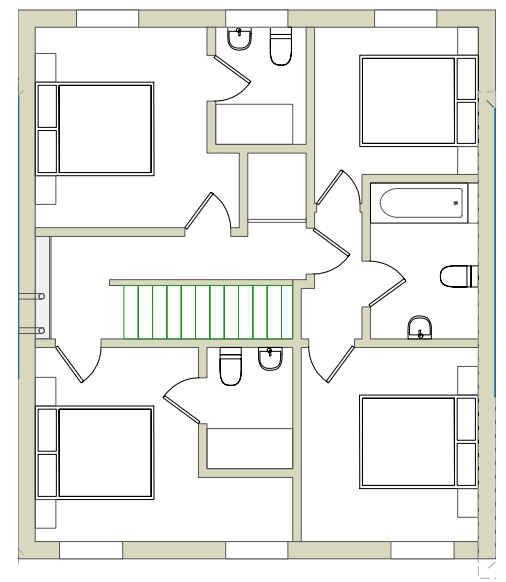
TOTAL Internal Floor Area  
(2,951sqft)



Ground Floor  
(1,247sqft)



1st Floor  
(958sqft)



2nd Floor  
(746sqft)



**Rating**

Awaiting assessment.

**Services**

The property is served by mains water, gas and electricity. Wi-Fi will be provided throughout.

**Statutory Costs**

S106 and CIL costs have been met by the vendor.

**Energy Performance Certificate**

The EPC awaiting assessment.

**Price**

Offers in the order of £1.75m for the freehold interest with vacant possession and the benefit of a turnkey hotel, delivered to a high standard and specification.

**CONTACT****Savills Southampton**

For further information and all viewing requests please contact sole selling agents Savills.

**Adam Bullas**

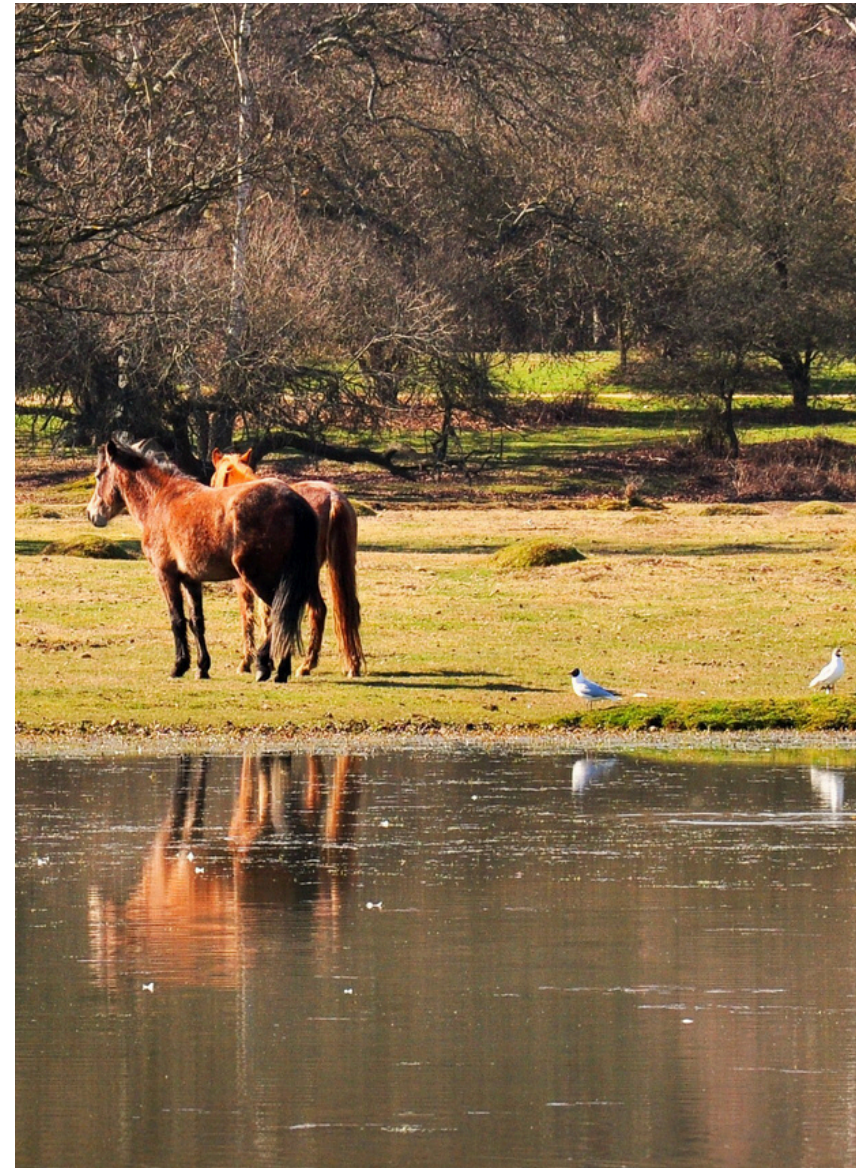
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**June 2024**